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and



Now What?

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With Amy Chorew  
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Blog: TheTechByte



## Social Networks Defined

Social networks are not just for individuals to keep in touch with friends. It's a very effective networking tool for associations to create awareness and connect with their community.

Here are some explanations of some of the more popular sites.

### For Social Proof

**LinkedIn:** One of the more professional networks. Build a network of past colleagues, friends, and industry experts. The Answer section helps you build a reputation of an industry expert. Get people to write recommendations of your work.



### For Networking/Prospecting

**ActiveRain:** A social network for real estate professionals. Great networking and referral building happens here. This blogging platform has all the right tools to let the newest of Real Estate Professionals to be found on the internet.



**Trulia:** You want to be where the consumer is. There's no doubt that the consumer is visiting sites such as this to seek advice. Ultimately, you want to connect



**Facebook:** An Internet site that allows users to post online profiles (including photos, information about themselves, etc.) and then connect to other users who share the same interests, experiences, etc. Facebook is built around groups and is made up of many networks, each based around a company, region, high school or college.



**Twitter:** A microblog that allows you to post messages 140 characters long. Every time you post a message anyone that follows you gets a message. You can include hyperlinks to engage. Find people in your community and start reaching out.



### Multi Media Engagement

**YouTube, Viddler, Vimeo:** Social network through video. Let people find you with key word searches on communities and towns and see your videos and contact you from there. Cameras like the Flip Video Ultra Series Camcorder have made it increasingly affordable and easy to add video content to your site.



**Flickr:** Not only a storage place for photos, but also a social network. You will meet people looking for great local pictures and people finding your photos. Flickr has a great interface that lets you also post to your blogs.



## Setting Up a Social Network

To get started, write up your profile in Word. Think about including key words that are searchable. Make it easy for people to find you even when they don't know you.

- Areas of Expertise
- Ways to contact you
- Communities you serve (Zip, State, City)
- Technology you use
- Your offline and online Marketing
- Industry Involvement
- Designations/Certifications

Then all you need to do is copy and paste whenever you need a new profile.

It's easier than ever to keep in touch with your colleagues, classmates & clients — find out where they are working, what they are working on, and what groups they are joining

**LinkedIn News:** Read and discuss the latest on your company & industry

**Profile Photos:** Upload your photo and put a face with the name

**LinkedIn Answers:** Have a business question? Ask your network and get fast answers

A screenshot of a LinkedIn profile for Amy Chorew. The profile includes a header with her name, a 'you' icon, and a photo. Below the header are tabs for Profile, Q&A, Recommendations, and Connections. The main content area lists her current role as National Technology & Marketing Speaker and Consultant at Matthew Ferrara & Company, past roles as a REALTOR and Co-Owner, education at Brown University, 22 recommendations, 309 connections, and industry in Real Estate. It also lists websites like My Company, My Blog, and My Portfolio, and a public profile URL.

A screenshot of a LinkedIn interface showing options to check contacts from webmail and Outlook. It includes logos for Windows Live Hotmail, Gmail, Yahoo!, and AOL, and a button to 'Check Outlook contacts'. A note at the bottom says 'Don't use webmail or Outlook?'.

### Katheryn DeClerck *(client)*

Katheryn hired you as a Technology trainer in 2002 [style-no-found]

Top qualities: **Great Results, Expert, Creative**

"Amy is a dynamic and informative speaker. Most recently, I attended a session she taught at Triple Play in December 2007. She has brought me up to speed in terms of the latest technology opportunities that exist in our industry. The information was invaluable to my job. I will not miss a session taught by Amy. She is so current and knowledgeable. She puts difficult and innovative concepts into a format that is easily understood." February 22, 2008

[Request a new or revised recommendation from Katheryn DeClerck](#)

**RE: Sell or Rent in Central California?** Amy, as an agent in Santa... Replied 5/30/2008

Yes	No	<b>Social Networking Steps to Success</b>
<b>Preparation for Content on Social Networks</b>		
		Place in priority order which social networks are important to your business.
		Learn the sites. Lots of great information under Help and FAQ.
		Review Profiles, print out ones what you relate to.
		Write your own Profile in Microsoft Word.
		Have your Profile reviewed by at least 3 people.
		Have a Photo and Profile ready to post.
		Create a 100 x 100 pixel image or avatar and use it on your profile. If you have a picture, use a free photo resizer. Check out: <a href="http://www.picnik.com">www.picnik.com</a>
<b>Optimizing your Profile to increase your chances of being found and to appropriately communicate information about you.</b>		
		Construct a Profile that conveys YOU.
		Make sure it covers your professional brand, strengths, and interests.
		How will old friends and new clients find you? Include names of schools, companies and clubs you belong to.
		Include keywords and jargon that a client might search for.
		Use a narrative style, first or third person – not bullets.
		Spend as much time on your Profile as you would a Resume.
		Use Spell Check and Grammar Check; review overall presentation for first and second impressions.
		LinkedIn: Get a vanity URL – a free tool on LinkedIn, you need to edit this in your profile screen.
		LinkedIn: You get 3 links, so use them wisely. Use for your blog, your website and something else that shows your expertise.

Yes	No	Social Networking - Steps to Success
<b>Setting up a Profile for a Business on Facebook</b>		
		The IGNORE button will be your friend.
		Read the HELP guide. Here is the link: <a href="http://www.facebook.com/help.php?ref=pf">http://www.facebook.com/help.php?ref=pf</a> Many of your questions can be answered; it will save you time and anguish.
		<p>The lines between business and personal have become blurred. You can reveal as much or as little about yourself as you wish, allowing you to personalize your brand. Edit your profile and security settings <a href="http://www.facebook.com/privacy/?view=limites#/privacy/&gt;view=profile">http://www.facebook.com/privacy/?view=limites#/privacy/&gt;view=profile</a></p> <p>Give careful consideration to exactly who sees your profile and when. Don't take the default settings which tend to expose more information than you may be comfortable with. Take time to go through each link in the Privacy area and make necessary adjustments. Create a limited profile for those people that you are on the fence about whether to include. By default, your limited profile contains everything in your full profile so take the time to edit it down.</p>
		Cross market your LinkedIn Profile.
		Link your blog to your Facebook page.
		Include your vanity URL in your email signature and on your website and blog.
		Create a Page for your business and share information with your fans. Pages (for business) and Profiles (for personal) are indexed for optimal search engine positioning.

# Watch Your Profits Go Up Even in This Down Market... Get the SECRET Edge That Your Competition Prays You Don't Discover...

Haven't you wished for a TECHNOLOGY GURU to show up at your office every morning, take you by the hand and walk you through everything you need to do to be super successful?

Well, Amy has just introduced her new coaching / webinar series to help get you get on TRACK and stay there! This market is RUTHLESS, but instead of burning out and giving up, take action in three key areas: Technology Tools, Social Networking, and Internet Marketing.

With this program all you have to do is show up and follow Amy's simple directions during class...and you will have the same edge as every mega agent that is emerging in this new marketplace.

Don't wait to take your rightful place with the committed, powerful, productive agents that rock and roll in ANY AND EVERY market.

The agents that are THRIVING in this market are TAKING ACTION...specifically, in three key areas:

- Technology (Winning the Technology Game—Amy will show you the most affordable and effective tools you need *and* which ones are a total waste of money. From laptops to webcams...from PDAs to digital cameras...from video cameras to software, learn what's new, what's necessary and what's not. You'll learn 5 painless essential steps to running effective, up-to-date business.
- Social Networking (7 Secrets to Master Social Networking—3 sessions) This easy-to-follow, 7 step-by-step system can get you plugged into the social networking scene. When Amy holds your hand and walks you through these unbelievably simple steps, you will breathe a giant sigh of relief. Plus, you will learn the 5 biggest mistakes that agents make that are hurting their business. By the end of this program, you are guaranteed to be up and running on all the social media places you need to be.
- Internet Marketing (Building Your Online Business) 87% of consumers go online before they EVER contact a REALTOR. Having a basic website with plain pictures just doesn't cut it anymore . . . you need video. Learn how to use FREE tools to create videos, add your own voice to reach out and communicate with your prospects. Learn to leverage your listings with the top 7 tips that will get your house sold and attract new buyers and sellers! If you can type an email, you can publish a blog that will improve your search engine visibility.

Silver level \$49 / a month for 6 months (normally \$69) (Self Directed)

- Receive a downloadable coaching program every month. Practical and solution-oriented, you can easily implement the techniques and systems that Amy teaches. Watch the video when you have time. Access our library of members-only coaching programs on demand.
- Download checklists to keep you on track with your progress
- Tap into conversations with Amy and leading industry experts once a month
- Receive our flagship monthly Tech Tips Newsletter

Gold level \$79 / a month for 6 months (normally \$99) \*

- All the features of the Silver level PLUS
- Receive our flagship monthly Tech Tips Newsletter
- Get your questions answered with Coaching emails with Amy monthly.
- Gold-ONLY Call-In Hours



**Fill out and FAX to a private and secure fax Line: 203-548-9151.  
Please include your business card.**

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